**Model Development Phase Template**

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| Date | July 5, 2024 |
| Team ID | 739838 |
| Project Title | Customer segmentation using Machine Learning |
| Maximum Marks | 5 Marks |

**Feature Selection Report Template**

In the forthcoming update, each feature will be accompanied by a brief description. Users will indicate whether it's selected or not, providing reasoning for their decision. This process will streamline decision-making and enhance transparency in feature selection.

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| **Feature** | **Description** | **Selected (Yes/No)** | **Reasoning** |
| Customer\_ID | Unique identifier for each customer | No | For predicting the customers, a customer IDis not required. |
| Sex | Customer gender | Yes | Relevant for assessing diversity and potential bias in customer segmentation. |
| Married | Marital status of the customer | Yes | The marital status of a customer can impact financial stability. |
| Age | Age of customer | Yes | The age of customer is a crucial in segmentation. |
| Education | Customer education | Yes | It indicates the responsibilities and influences |
| Income | Income of the customer | Yes | It is determining the customer financial capacity. |
| Occupation | Customer Occupation | Yes | A target variable for prediction |
| Settlement Size | Customer settlement size | Yes | A major factor for customer segmentation which reflect the customer’s creditworthiness |